

PARAMOUNT DAY

The big event of the week. The play on which we show the highest quality photo-plays obtainable. The Paramount Program lists the class of pictures you never tire of—and the players are recognized artists. Here's the program for today:

SAM BERNARD
AS

Poor Schmaltz

Bring the children in the afternoon, please; the theater is packed to its capacity in the evening.

Continuous Performance from 3:30 to 10:30 p. m.
Admission 3:30 to 6, 5 and 10 cts.; 6 to 10:30, 10 and 20 cts.

CHRISTMAS PRESENTS

For MEN

Ties, Handkerchiefs and Hose

COMBINATION SETS

Tie, Handkerchief and Hose

Gloves Dress and Automobile

Bath Robes

Fancy Vests

House Slippers

What would be nicer than One Half Dozen pair of Guaranteed Hole Proof Hose.



H. B. MASTERS CO.

EXCURSION RATES

Account of Christmas Holidays

—VIA—

ATLANTIC COAST LINE

STANDARD RAILROAD OF THE SOUTH

Tickets sold Dec. 17th to 25th inclusive, limited to reach original starting point by midnight January 10th.

For rates or other information, call on any A. C. L. Ticket Agent or J. G. KIRKLAND, Division Passenger Agent, Tampa.

Oysters

We are prepared to ship you the famous Crystal River Oysters, than which there are no finer on earth at the following prices:

Choice Selected, per Gal. \$1.25
Choice Selected, per bbl. \$2.00

All shelled oysters are shipped in sealed tins and reach you as fresh as when taken from the water. We solicit your orders.

GULF FISH & OYSTER CO.
CRYSTAL RIVER, FLA.

THE STEPPING STONES TO OPPORTUNITY

OUR CLASSIFIED ADS OFFER BETTER POSITIONS AND BETTER SALARIES

Help Wanted, Male

Situations Wanted

Business Opportunities

Education.
Education is the instruction of the intellect in the laws of nature, under which name I include not merely things and their forces, but men and their ways; and the fashioning of the affections and of the will into an earnest and loving desire to move in harmony with those laws.—Huxley.

Pioneer Veterinarians.
The classical Greeks had veterinarians. But veterinary medicine and surgery did not originate with the Greeks. So far as we know to the contrary, it had its start with the Egyptians, the wonderful people who seem to have originated most of the useful arts that are here today.

OCALA SOCIAL AFFAIRS

IF YOU HAVE AN ITEM FOR THIS DEPARTMENT, PHONE 106

Thought Treasureable
The common problem, yours, mine, everyone's, is—not to fancy what were fair in life. Provided it could be; but finding first what may be, then find how to make it fair. Up to our means—a very different thing.—Robert Browning.

Red Cross Christmas Seals
Everyone this week should be using the Red Cross Christmas seals 10,000 of which are on sale at different places in the city. Remember, the money secured from the sale of these seals is used in Florida to stamp out tuberculosis. These messages of good health are only one penny each and each one you buy helps to swell the proceeds just that amount. Another service the seals perform is educational. So widely distributed by so many workers, these little seals carry the gospel of health and right living with a breadth of range and power of penetration unrivaled in effectiveness. This alone would justify the expenditure of energy, time and money necessary for their distribution.

On a recent visit to Tampa to confer with Mr. W. G. Brorein, president of the South Florida Fair Association, Mrs. J. R. Moorhead selected a space and made arrangements for the Marion county exhibit for which she is to stand sponsor. The exhibit, which is to be sent in February, will represent the work of the girls, the girls' canning club, and the women of Marion county.

Dr. J. A. Wilson continues to slowly improve from his recent serious illness at the home of his daughter, Mrs. E. L. Carney.

Mr. Marion E. Pelot of Tallahassee, a former Ocala boy, will spend Christmas with his parents at Owens.

Mr. T. S. Trantham of Tallahassee joined his wife today at the home of her parents, Mr. and Mrs. R. B. Bullock. He will remain until after Christmas.

Mrs. Sanford Jewett and little Misses Margaret and Nan Jewett of Lakeland are holiday guests of Miss Meta Jewett and Mr. Stephen Jewett, arriving today.

The Commercial Bank is distributing among its friends 1916 calendars which are among the prettiest we have seen. The calendar is small, especially neat and the oblong scene is a pathway of moonlight on a mountain stream. It is the first 1916 one to reach our desk and it will remain with us in future years, for it is to be framed.

The municipal rest room is being patronized daily now by scores of out of town shoppers.

The many friends of Mrs. H. A. Faussett will be glad to learn that the operation she had to undergo in a Jacksonville hospital was a success, and that she is now resting easy and on the road to recovery.

Mr. and Mrs. H. M. Hampton and two children left today in their car for Arcadia, where they will be the Christmas guests of Mrs. Hampton's parents, Mr. and Mrs. Carlton.

Mr. James Chace of Jacksonville has arrived to spend Christmas with his son, Dr. J. E. Chace and family. Dr. Chace is an annual visitor at this season and his arrival is a welcome event among his host of friends.

Mr. Frank Anthony arrived from Sarasota today to visit his mother, Mrs. Fanny Anthony until after Christmas and to see his sister, Mrs. Harry Webb, who reached Ocala Sunday from her home in Houston, Tex., for an extended visit.

Miss Lurline Bridges, who attends Wesleyan College, Macon, came today to spend the holidays with her parents, Rev. and Mrs. F. R. Bridges.

Rev. and Mrs. R. A. Wood and baby of Umatilla, are guests of the former's sister, Mrs. J. R. Herndon, arriving today. They were accompanied by Mr. L. Whitney Wood of New York, who has been their guest since Tuesday, going over from this city then for the brief visit.

Mrs. McDonald of Illinois, who is the guest of her son Duncan McDonald at the Arms House, accompanied her son to Palatka today.

Mr. and Mrs. R. T. Birdsey and two children reached the city today from

Macon, Ga., and are guests of Mrs. Birdsey's mother, Mrs. H. A. Ford. Mrs. Birdsey and children will make an extended visit while Mr. Birdsey will return home after Christmas.

Christmas Exercises at the Christian Church

Tomorrow at 3 o'clock the following program will be rendered at the Christian church, to which all friends are invited:

White Gifts to the King.
Hymn, Joy to the World.
Scripture and prayer.
Song, O Little Town of Bethlehem.
The White Gift Motif.
Reading of Cathay, by James Chace.

Presentation and song by primary class. (Mrs. Whitfield, teacher.)
Presentation by junior class. (Mrs. Wesson, teacher.)

Song, Hark, Hark My Soul.
Recitation, They Gave Him their Treasure—Annie Belle Wesson.

Presentation by intermediate class of girls. (Mrs. E. H. Martin, teacher.)
Presentation by intermediate class of boys. (Mr. Winston, teacher.)

Song, There Came Three Kings.
Presentation by senior class. (Mrs. Winston, teacher.)

Presentation by adult class. (Mrs. Wetherbee, teacher.)
Solo, Angel's Song, by Mrs. Winston.

Christmas tree.
Benediction.

The civic committee finished packing this morning 1341 bags of candy, raisins and nuts for the municipal Christmas tree tomorrow night. 400 lbs of candy were used and the making and packing of the bags has kept the members of the committee busy for two days. Mrs. C. W. Hunter, chairman has practically completed all arrangements for the entertainment. The tree selected last week was brought in today and Mr. J. C. Caldwell has charge of placing and lighting it. All of the children in the county are invited to attend.

Mrs. S. J. McCully of Anderson, S. C., is the guest of her cousin, Mrs. J. R. Moorhead for an extended visit, arriving Wednesday. Mrs. McCully was an attractive visitor two years ago and her return visit has been anticipated by the friends made at that time.

The King's Daughters met this morning at the home of Mrs. D. M. Smith to prepare the Christmas baskets. Nearly twenty-five large baskets were packed and distributed and several smaller ones will be sent out tomorrow.

The members of the "A" club held an informal meeting yesterday afternoon with Miss Sue Moore.

Mr. and Mrs. L. K. Edwards and daughter Ruby of Irvine, were in the city today doing their Christmas shopping.

Miss Elizabeth Lucius and brother, Mr. John Lucius, the former a student at the South Carolina Woman's

WHAT FLORIDA FOLK SAY ABOUT IT.

Ft. Myers, Fla.—"I cannot do justice in praise of your medicines, which I consider to be most wonderful. My trouble was inflammation, which was so painful at times that it was unendurable and at periods the pain was excruciating. An operation was urged, but I positively refused to be operated upon, and believed that your medicines would help me, and I found that your combination of remedies, 'Favorite Prescription' and 'Golden Medical Discovery,' did save me from the knife. Also corrected my worn-out condition, my strung nerves and irregularity."



"My mother found a Seminole woman in the Florida Everglades and, as she wanted children, my mother sent and got six bottles of the 'Favorite Prescription' for this woman. Since then, the Indian woman has always taken the 'Prescription' and is now the mother of five healthy children."—Mrs. R. L. KENNON, 436 Victoria Ave., Ft. Myers, Fla.

St. Augustine, Fla.—"This is to certify that I have used 'Favorite Prescription' and recommend it to be fine for troubles peculiar to women, as it helped me and proved all that Dr. Pierce claims it to be."—Mrs. E. E. Foster, 99 King St.

Dr. Pierce's Favorite Prescription is a remedy that any ailing woman can safely take because it is prepared from roots, and is not a secret remedy for its ingredients are printed on wrapper.

Get it to-day, either in liquid or tablet form, or write Dr. Pierce, Invalids' Hotel, Buffalo, N. Y., for free and confidential medical advice.

In sickness or in health—send for the People's Common Sense Medical Adviser. A book of 1,008 pages, Sent free to those who send for it to Dr. Pierce, Invalids' Hotel, Buffalo, N. Y.

Leaving tomorrow for Jacksonville to spend Christmas with relatives with Mr. and Mrs. Herbert Latner and

B. U. Y. Shoes for Xmas

U. R. Right to Do So

WE intend to reduce our stock of Men's, Boys' and Children's Shoes, and enlarge our Ladies' lines for spring. In order to do so we ask you to make a note of the following prices which will prevail until these lines are closed out:

65 prs. Children's Shoes, sizes 12 to 2, former price \$2.25, \$2.50 and \$3, we offer them at.... \$2.00	31 pr Children's Shoes, size 8 1-2 to 11, former price \$2 \$2.75, to close \$1.75
44 prs Boys Shoes, sizes 12 to 2, former price \$2 and \$2.25, to close at... \$1.75	42 pr Boy's Shoes, sizes 10 to 2, former price \$2.25, \$2.50 to close... \$2.00
16 pr Children's Shoes, sizes 8 1-2 to 11, former price \$2, to close... \$1.50	

All Ladies' Pumps and Slippers, To Close, at Actual Cost

16 prs Men's \$3.50 Shoes, to close we offer them at... \$3.00	20 pr Men's \$5 Shoes, at... \$4.25
50 pr Men's \$4 Shoes to close \$3.50	Entire \$4.50 line for Men will be closed for... \$4.00
10 prs Men's Full Dress Gun Metal Pumps, former price \$5, to close... \$3.50	

Give us a chance and we will "Give You Fits"

Little's Shoe Parlor

ONLY SHOE STORE IN OCALA

Commercial Bank Block Ocala, Fla.

College and the latter of the State University, arrived this afternoon from Columbia, S. C., to spend the holidays with, M. and Mrs. T. E. Bridges.

Miss Chita Kendrick, who has been visiting relatives at Anthony and friends in this city since returning to the state from an extended visit to relatives in South Carolina, has returned to her home in Tampa.

Miss Marguerite Porter will return home tomorrow from a delightful visit to Miss Minnie Stovall.

Dr. and Mrs. J. W. Hood, who have been enjoying a motoring trip down the East Coast, going as far as Miami for brief visits to Mrs. Hood's niece, Mrs. James Jackson and Mrs. Jessie Patterson are enroute home and will arrive this evening or tomorrow.

Mr. E. W. Finch left today for Montgomery, Ala., to join his wife at the home of her parents for Christmas.

Judge and Mrs. Bullock and Miss Alice Bullock motored to Tampa today to visit Mrs. G. R. McKean and Mrs. C. V. Miller, the former until after Christmas and Mrs. Bullock and Miss Bullock until the middle of January.

Mr. and Mrs. E. J. Crook will have as their guests for the Christmas-tide Mrs. Crook's brother-in-law and sister, Mr. and Mrs. A. C. Hamrick, who will arrive tomorrow in their car from Jacksonville.

Miss Emilee Bridges and Miss George, of Virginia, who teach the summer school arrived this afternoon to spend their vacation with the farmers' aunt, Mrs. T. E. Bridges.

Mr. R. A. Green left this afternoon for Clearwater to join Mrs. Green for Christmas.

Mrs. Nellie Waldo who has been on a series of visits to relatives in Georgia since summer returned today and is domiciled for the winter at the home of Mrs. Henry Livingston Sr. Mrs. Waldo will be joined next month by her daughter, Mrs. Annie Waldo Van Deman who is now the guest of her uncle and aunt, Mr. and Mrs. Albert Waldo in Atlanta.

Leaving tomorrow for Jacksonville to spend Christmas with relatives with Mr. and Mrs. Herbert Latner and

the latter's brother, Mr. J. B. Chamberlain, Mr. and Mrs. G. J. Perkins and Mrs. Samuel Leigh.

Mrs. L. E. Wadsworth and two children of Hawthorne, are in the city to spend the holidays with Mrs. Wadsworth's parents, Mr. and Mrs. William Littledale.

Mr. and Mrs. R. H. Purdom are in Albany, Ga., the guests of relatives for Christmas. Mrs. Purdom will be away three weeks and Mr. Purdom will return shortly after Christmas.

Mr. Paul Weathers, of the student body of Harvard, has returned to spend the holidays with his parents, Mr. and Mrs. B. A. Weathers.

Mr. and Mrs. R. L. Lang left today in their car for Gainesville to spend the Christmas with Mr. and Mrs. W. W. Avery.

Prof. W. H. Cassels and family are out of the city for the holidays visiting relatives. Next week Prof. Cassels will go to Tallahassee to attend the meeting of the state teachers association.

Miss Lois Dame returned this afternoon from St. Joseph Convent, St. Augustine, to spend the holidays with her sister, Mrs. W. H. Tucker.

Mrs. J. H. Beville, of Jacksonville, a sister of Mrs. Julia Haisley of this city is visiting her daughter, Mrs. L. C. Lynch in Gainesville, at which home Mrs. Haisley is also a guest.

Mrs. C. R. Tydings and son, Mr. Robert Tydings are spending the holidays with the former's sister, Mrs. A. H. Sills, at Linworth, Ohio, going from Ada, where Mr. Tydings is attending Ohio Northern University.

For a 50-cent basket of mixed Christmas fruits please phone 106. Prompt delivery to any part of the city.

ATTEND THE CIVIC CHRISTMAS TREE EARLY

The managers of the civic Christmas tree festival will begin the ceremonies early—7:30 p. m. Friday—so that all who attend can afterward go to the other holiday celebrations and entertainments of the evening.

Big assortment of small Children's Coats at FISHEL'S. 3t-wky

Toys, toys, toys at Fishel's. 3t wky